

## Draft Overarching Message Map for (Insert Topic Here)

**Title of Map** (Should refer to topic of map and also timing, e.g. Multi-alarm structure fire, severe weather event, technical rescue/search & rescue, prison escape, active shooter event, civil disturbance, mass casualty incident, employee criminal act).

**Stakeholder:** General Public (could be any group, e.g., policymakers, news media, employees)

**Question or Concern:** (e.g., what should we know about pandemic influenza)

### **Overarching Messages (short form):**

This message should contain three sentences and three related concepts at most. It should require roughly 27 words. It should be stated as simply as possible.

Key Message 1	Key Message 2	Key Message 3
Most important message here.	Second most important message here.	Least important message here.
Talking Points 1-1 Supporting information should add detail to overarching and key messages.	Talking Points 2-1	Talking Points 3-1
Talking Points 1-2	Talking Points 2-2	Talking Points 3-2
Talking Points 1-3	Talking Points 2-3	Talking Points 3-3